PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Robert Mikulay DATE: July 6, 1990

FROM: Marketing Information & Analysis/Thomas Saloun

SUBJECT: April 1990 Cambridge and Alpine Nielsen Data

Enclosed is a report on Region, trade class, and Section level performance for Cambridge and Alpine and their segments, based on April New Nielsen data.

A brief summary has been attached detailing stand-out geographies/trade classes.

cc: C. Abbruscato
R. Anise
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